

**Sample Goals and Objectives**  
**FFY 2009-2011 NSP**

We have listed below five Strategic Areas or Goals you may use in the development of your local WIC agency work plan OR you can develop your own goals. Along with these goals are suggested objectives you may choose to in order to address these goals. You can consider all or some of these objectives OR develop your own objectives.

**Strategic Area or Goal:**   Encourage breastfeeding and appropriate infant and toddler feeding

Objectives: To encourage and increase the duration of breastfeeding, the XXXX WIC agency will:

- A. Educate WIC providers by increasing to \_\_% or by \_\_\_\_ (the number) of WIC staff with advanced breastfeeding training.
- B. Strengthen individual knowledge and skills by developing and/or implementing a breastfeeding support group.
- C. Strengthen individual knowledge and skills by informing WIC participants about existing laws and resolutions in support of breastfeeding.
- D. Change organizational practices by developing and or implementing a lactation accommodation policy for your parent organization.
- E. Promote community education as well as foster coalitions and networks by actively participating in a minimum of \_\_\_\_ (number) projects sponsored by a local breastfeeding coalition.
- F. Strengthen individual knowledge and educate providers by developing and or implementing a hospital breastfeeding outreach protocol.

- G. Strengthen individual knowledge and skills by developing and or implementing a breastfeeding peer counselor program.
- H. Strengthen individual knowledge and skills by integrating breastfeeding support message(s) into all group and individual prenatal contacts.
- I. Educate WIC providers by training WIC staff on the California WIC Breastfeeding Peer Counseling Manual.
- J. Change organizational practices by incorporating breastfeeding promotion and support into annual job performance evaluations for employees who interact with WIC participants.
- K. Change the organizational practices of your parent agency by the establishment of lactation friendly facility(ies) and or policies.
- L. Change the organizational practices of your parent agency by the development and or implementation of a recognition program for staff who breastfeed their babies.

Objective: To promote appropriate feeding strategies for infants and children, the XXXX WIC agency will:

- A. Strengthen individual knowledge and skills by developing and or implementing a learner centered lesson plan and curricula on appropriate feeding strategies for infants and or children (i.e. appropriate feeding practice for stages of infant and child development, importance of family mealtime).
- B. Strengthen individual knowledge and skills by developing and or implementing a division of responsibility feeding message for \_\_\_\_ (Specify type of infant/child contacts).
- C. Educate WIC providers by sharing current American Academy of Pediatrics, American College of Obstetrics and Gynecologists (ACOG) and other guidelines for early feeding.

- D. Educate providers by developing and or implementing a transition to complementary foods message for pediatric health care providers.
- E. Promote community education and change organizational practices by developing and or participating in a project designed to identify the marketing of inappropriate foods for: all children and or specifically for infants and children (6 mos. to 23 mos.)

**Strategic Area or Goal:**           Make regular physical activity the norm for WIC families

Objectives: The XXXX WIC agency will:

- A. Strengthen individual knowledge and skills by developing and or implementing a learner centered lesson plan/curricula on physical activity for WIC participants.
- B. Change organizational practices by conducting \_\_\_ (number of) staff meetings with a minimum of \_\_\_ minutes devoted to physical activity.
- C. Strengthen individual knowledge and skills and change organizational practices by developing and or implementing a fitness activity or activities available at the WIC site for participants who are waiting for their WIC appointments.
- D. Strengthen individual knowledge and skills and change organizational practices by conducting \_\_\_ (number of) WIC classes which include a minimum of \_\_\_ (number of ) minutes of physical activity.
- E. Change organizational practices by forming a walking club for all staff and providing information about safe walking routes and stairwell access.
- F. Foster coalitions and networks by participating actively in neighborhood programs to promote safe areas for active play.

**Strategic Area or Goal:**        Ensure access to healthy foods

Objectives: The XXXX WIC agency will:

- A. Foster coalitions and networks by the hosting of Farmers Market(s) at \_\_\_ (Number) of WIC sites.
- B. Strengthen individual knowledge and skills and foster coalitions and networks by the distributing of WIC Farmers Market coupons at the local Farmers Market site during the period \_\_\_\_ to \_\_\_\_.
- C. Strengthen individual knowledge and skills, foster coalitions and networks, and change organizational practices by developing and or implementing a WIC fruit and vegetable garden project.
- D. Strengthen individual knowledge and skills by developing and or implementing a learner centered lesson plan/curricula on access to healthy foods (i.e. How to Access Healthy Foods, How to Garden Class).
- E. Promote community education as well as foster coalitions and networks by actively participating in a minimum of \_\_\_ (number) projects sponsored by a coalition focused on access to healthy food.
- F. Strengthen individual knowledge and skills and change organizational practices by developing and implementing a Memorandum of Understanding (MOU) with federal nutrition programs (i.e., Food Stamps) and or local emergency food programs.

**Strategic Area or Goal:**    Promote healthy eating among WIC families

Objectives: The XXXX WIC agency will:

- A. Strengthen individual knowledge and skills by developing and or implementing a learner centered lesson plan/curricula on how families can select, purchase, prepare and provide healthy meals on a budget.

- B. Promote community education and foster coalitions and networks and by participating at \_\_\_ (number of) local outreach opportunities (i.e. health fairs, food stamp sites).
- C. Promote community education and change organizational practices by actively participating in \_\_\_ (number of) projects sponsored by a local coalition promoting healthy eating.
- D. Change organizational practices by developing and or implementing a worksite wellness policy to ensure that healthy food options are offered at all WIC functions.

**Strategic Area or Goal:** Facilitate access to health care

Objectives: The XXXX WIC agency will:

- A. Educate providers and change organizational practices by increasing to \_\_\_ (number of), the number of WIC sites co-located with health care providers.
- B. Change organizational practices by developing and or participating in a “centralized” appointment service where participants can make their WIC and health care appointments at one stop.
- C. Change organizational practices by utilizing \_\_\_ (number of) non WIC staff at \_\_\_ (number of ) sites to assist participants in applying for Medi-cal, Healthy Families, etc.
- D. Foster coalitions and networks by developing and or participating in a coalition of healthcare providers.
- E. Educate WIC providers by developing and implementing training on the Child Health and Disability Prevention (CHDP) Periodicity Schedule for Health Assessments by Age Groups.
- F. Educate WIC providers by developing and implementing training on Immunization recommendations for infants and children.

- G. Educate providers and change organizational practices by actively participating in a minimum of \_\_\_\_ (number of) access to health care projects sponsored by a coalition of health care providers.
- H. Educate providers and change organizational practices by developing and or implementing a routine plan to communicate WIC participants' health care issues with county health officer.
- I. Change organizational practices by developing and or implementing strategy(ies) to communicate health information and or recommendations about WIC participants to their health care providers when needed (e.g. MNT referral protocol, formula prescription clarification and transitioning to WIC contract formula, request for blood work, etc.).